



# Retail Adult Incontinence in Denmark

March 2024

Table of Contents

## Retail Adult Incontinence in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers look to price promotions and lower-cost brands and channels amid an inflationary climate

Incremental efficacy improvements

Players respond to the need for allergy sensitive options

#### PROSPECTS AND OPPORTUNITIES

Ageing population trend to push awareness and demand

Substitution threat

Sustainability to shape the direction of innovation

#### CATEGORY DATA

Table 1 - Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

### MARKET INDICATORS

Table 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-adult-incontinence-in-denmark/report](http://www.euromonitor.com/retail-adult-incontinence-in-denmark/report).